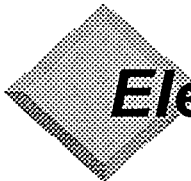


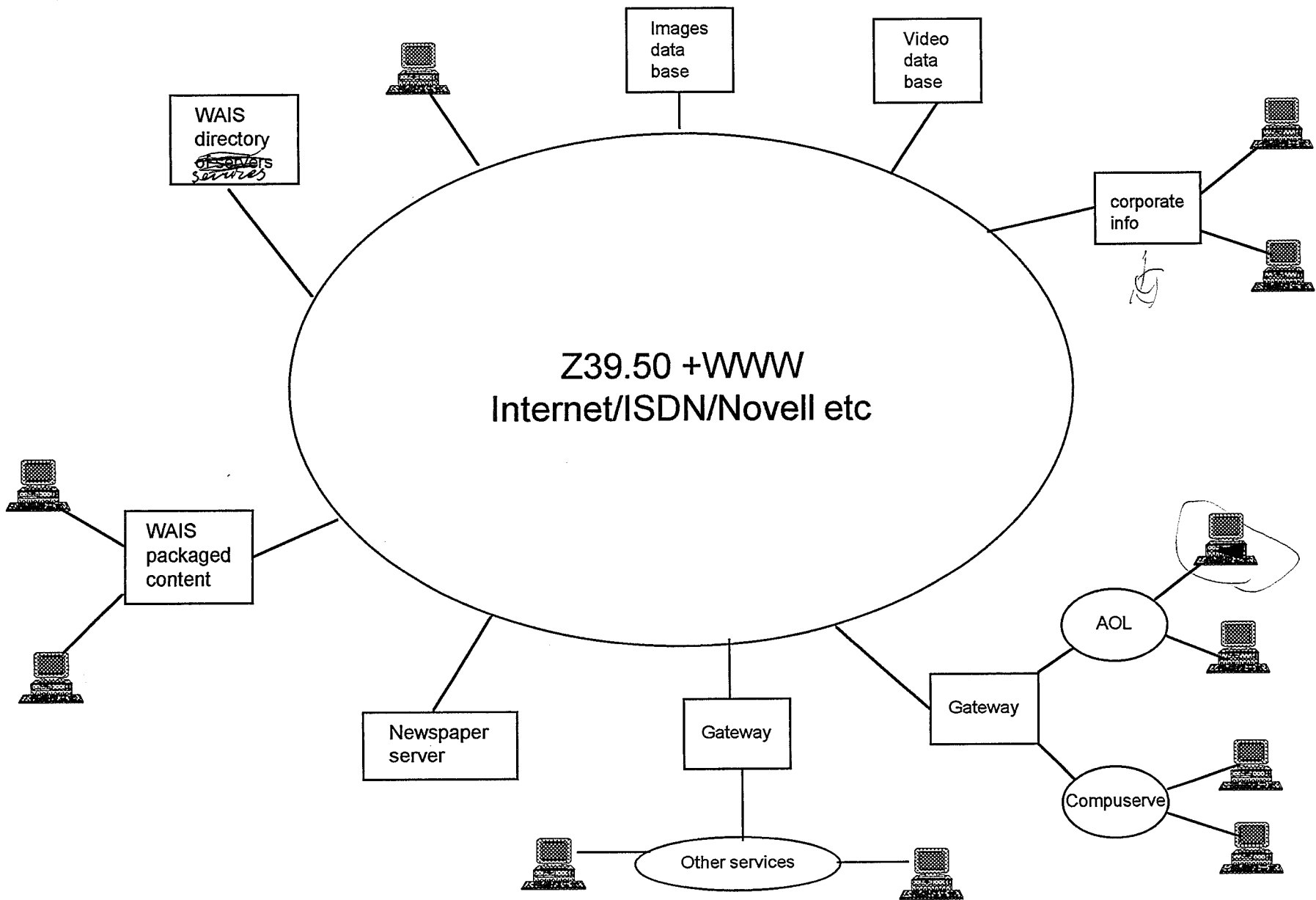
Mission

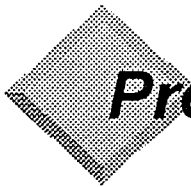
- ❖ To become the leading provider of tools and services for electronic publishing on wide area networks *macro media*
- ❖ To become the leading provider of WA/S packaged content for professional use-- commercial, legal and government *media*

we can take lots of publishers and create personalized delivery of that information to packages



Electronic Publishing Environment





Product Evolution

What consumers want?
- Save time
- stay current
- published

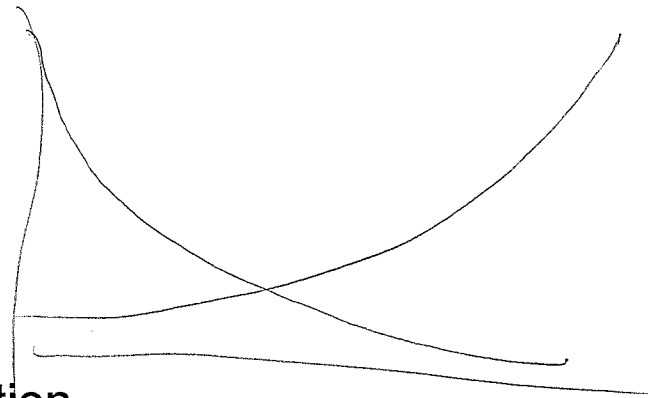
Our Answer

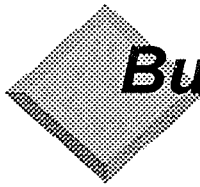
❖ Integrate personal, corporate & WAN information

- ❖ Provide intuitive navigation via natural language query
- ❖ Provide interactive alerting for packaged content

Product Evolution
Agents Adaptive

What is our server strategy
" " " client →





Business/Product Evolution

Server

1. Current product components
2. Other publishing components

Client

1. Z39.50 protocol
2. Relevant Agent

Integrated Solutions

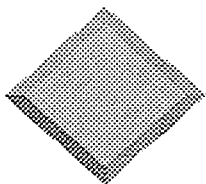
WAIS Server
WWW Servers
Mosaic and other clients
Newsfeeds
Advertising
Other Publisher Content

Partnered Publishing

Dow Jones
Times Fax
Database America

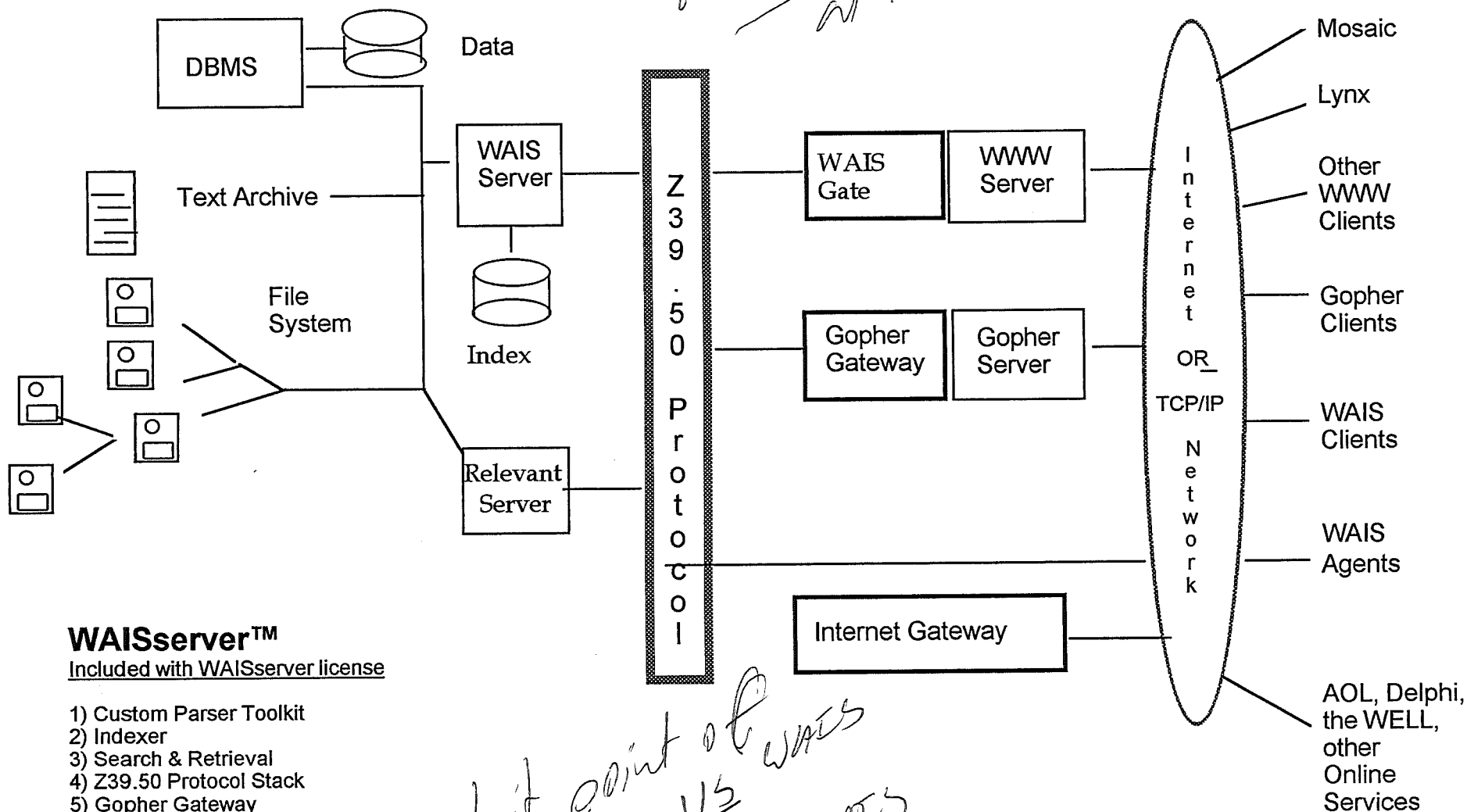
WAIS Packaged Content

*History is not interesting.
Show how it fits in
world movement.
#3 [emphasize the purpose
with motivation/fear/
that we are playing]*



Where the WAISserver Fits

*Not for master's entry.
at least not yet.*



WAISserver™

Included with WAISserver license

- 1) Custom Parser Toolkit
- 2) Indexer
- 3) Search & Retrieval
- 4) Z39.50 Protocol Stack
- 5) Gopher Gateway
- 6) WAISgate
- 7) Forwarder
- 8) Usage Statistics Log

*hit point of WAIS
mosaic vs WAIS
not vs WAIS
AOL*

Market Segments and Product Competition/Partners

other people segment market into diff segments
we believe people draw from all areas

Personal Information	Corporate Information	WAN Information
License	WATS Fulcrum Conquest License, Sell	Dialog Mead Dow Jones Westlaw Fulcrum + WATS Conquest + WATS Sell AOL Compuserve Prodigy WWW . Netscape . Spyglass
E-Mail	WATS Applesearch Lotus Notes Develop Corporate Relevant	WATS PED Individual Inc Develop Relevant Packaged Content

Interactive

Alerting

slide on
segment Partners & competition why we partner with... AOL
to get into why to partner with us.
why do people like to partner
what's our partner strategy

Status

last slide

❖ Revenue

FY 93	\$ 400K	1st Server installations
FY 94	\$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	\$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	\$12,000K	Add royalties, maint., packaged content

❖ FY 95 Revenue

Q1	\$1,000K
Backlog	\$ 700K

❖ Distribution

Direct including telesales
VARs Fujitsu, Novex, Integralis (UK)

→ whole slide on distribution

❖ FY 95 Products

Server Release 2
Adding Publishing Components
Integrating Agent with Interactive Alerting



Status (cont)

❖ Publishing Operations

Dow Jones

Encyclopedia Britannica

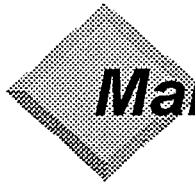
❖ Organization Emphasis

Development

Senior Technical Managers

❖ Headcount (includes contractors in full time slots)

	Current	By June 30
Marketing & Sales	6	10
Production Services	8	10
Washington Office	2	4
Development	4	11
Administration	<u>6</u>	<u>6</u>
	27	41



Management Team

- ❖ ^wBrester Kahle: CEO
WAIS Founder
Wide Area Information Server Project Leader- Thinking Machines, KPMG
Founding Engineer- Thinking Machines

- ❖ Bruce Gilliat: VP Sales & Mktng
VP Sales- Fibronics International
National Account Manager- AT&T Information Systems
Technical Consultant- Pacific Telephone

- ❖ John Duhring: VP Production Services/Business Development
On-line services consultant: Apple Computer, Dow Jones and others
General Manager- Supermac Software
Publishing Evangelist-- Apple Computer
Acquisition Editor- Prentice Hall

- ❖ Nick Scharf: CFO (currently a consultant)
Software Technology CFO and Business Consultant
CFO - VisiCorp, CopyMat
Controller- Tandem Computers
Arthur Andersen & Co

Bill Dunn

Customers

important ones

USGS

Intel Corporation

MARCorp

Science University of Tokyo

National Center for Manuf Sciences

Open Source

Stanford University

Moscow State University

Conquest

Dept of Energy/OSTI

EG&G Idaho, Inc.

Mitre

Environmental Protection Agency

~~Pandora~~

Cisco Systems, Inc.

Pacific Bell

Sun Microsystems

Scholastic, Inc.

Rice University

Adobe

CMP

Reuters

University of Tennessee

Boeing Computer Services

Lawrence Livermore National Lab

U.S. Government Printing Office

Science Applications International Corp.

Silicon Valley Public Access Link

House Information Systems

Delphi Internet Services Corporation

West Publishing Corporation

Los Alamos National Laboratory

Novell, Inc.

OSU/Eisenhower National Clearing House

New York Law Publishing House

National Technical Information Service

NASA - Goddard Space Center

Dow Jones

Encyclopedia Britannica

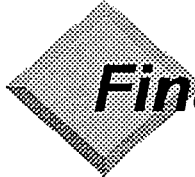
Martin Marietta Energy Systems

Curtin University of Technology

Fulcrum

Internet Shopping Network

AOL



Financing Needs

❖ Operating Capital	\$1,000,000
❖ Expand Development	\$1,000,000
❖ Product Acquisition/Expansion	\$2,000,000



Risks

❖ Execution

Evolve technology fast enough-- quality & breadth of solution

Management Team

Getting to Market-- positioning product/partnering

❖ Market Evolution

Dominant closed system emerges-- Marvel?

Internet collapses

Internet does not evolve

security

commercial use

subscriber base

marketable content

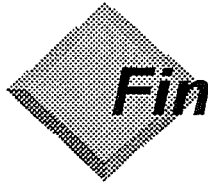
❖ Competition

Systems integrators

Information Providers

Software Developers

❖ Financial-- Funding



Financial Forecast

To include 5 year forecast of revenue and cash needs here- probably a highly condensed version for the foil presentation